



PRESIDENT ELECT MESSAGE *Jane Lofton*



Dear Southern Section Members,

I am very excited to be officially starting my term as Southern Section President at our CSLA Annual Conference this month. Thanks to wonderful guidance and training from my predecessors, Pam Oehlman, outgoing President, and Jim Duke, outgoing Past President, I feel well prepared to lead the Southern Section Board this year. Our board plans for a terrific line-up of events and activities to support you, our members this year.

First, since we get a lot of questions about how our organization is structured, let me offer a brief overview. In addition to the CSLA state organization and state Board of Directors, CSLA is divided into two sections, Northern and Southern Sections. Both of these sections have their own Board of Directors, consisting of a president, president elect, past president, secretary, treasurer, two representatives for each region, and various committee chairs. The first three positions -- president, president elect, and past president -- also serve on the State Board to act as a liaison between the State organization and the Section organizations. Southern Section is broken into six geographic regions. Our region representatives' role is to be a conduit between the Southern Section Board and our members, particularly in program planning, disseminating information, getting feedback, and supporting members needs. Please take advantage of these representatives. They are there to help you!

During our annual Southern Section Board Retreat last August, we developed some great programming ideas for this year, including:

- Workshops for each Southern Section Region. And, did you know that CSLA members always receive free attendance at these workshops? Check the Region Rep articles in this newsletter for details on what each region is planning.
- A first-ever "virtual" workshop webinar on Web 2.0 tools presented by Joyce Valenza, PhD, Teacher Librarian at Springfield Township High School in Erdenheim, PA, author of the *School Library Journal* "NeverEnding Search" blog, and one of the true gems of our school library field. Mark your calendar for this event on January 23 at 10 A.M. You will be able to tune in to this webinar from your home computer, or you can take advantage of "satellite" sites we will be setting up for groups in each of the regions.
- Our annual All-Southern Section Workshop on Saturday, March 27, at Palms Middle School, 10860 Woodbine St., in Los Angeles. This workshop always features great presentations, a vendor faire, and our always-popular auction baskets in support of our scholarship fund. Stand by for details on this event soon!

We also, though, want to be sure to respond to your ideas and suggestions. Please do get in touch with your region reps, with me, or with any other board member at any time to give feedback, ask questions, and make suggestions.

With best wishes,

Jane Lofton, CSLA Southern Section President, 2009-2010

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STATE CONFERENCE *Jane Lofton* **Annual Conference News**

CSLA's Annual Conference is just around the corner, November 19-22, at the Ontario Convention Center. It is truly the best value professional development you can get all year. Don't miss the chance to select from 12 different outstanding workshops on Thursday, more than 100 concurrent sessions Friday through Sunday, and an Exhibit Hall with outstanding vendor demonstrations and poster sessions. In addition, you will want to be sure to hear all the keynote addresses, including Opening Session speaker Ellen Siminoff, a pioneer in the internet industry; Legislative Lunch speaker Assemblyman Manuel Perez; CYRM award-winning author Linda Bailey at the CYRM Banquet; and Edgar-award nominated author Bruce Hale at the Author/Illustrator Brunch. Other not-to-be missed special events include our first-ever Book Cart Drill Team competition at the Opening Night Reception; the world premiere of "Library Follies," a musical revue, at the Presidents Reception; and our Membership Forum, where we will be discussing and sharing ideas from Peggy Klaus' *Brag!: The Art of Tooting Your Own Horn Without Blowing It*, our "One Conference, One Book" selection.

While advanced registration for the conference closed on November 6, you can still register onsite. Get more conference information at the CSLA website at <http://csla.net> and the Conference Wiki at <http://csla2009.wikispaces.com>

What's Inside

Presidents Message	1
State Conference	2
Got Avatar	2
CA School Library Standards: <i>Building Dynamic Relationships</i>	3
Region 1	3
Region 2 – 5	4
Region 6	5
Section Goals	6
Calendar	6
Resources / Further Reading ...	6

Got avatar? *Marie Slim*

Have you got an avatar? An avatar is a "virtual you" that can serve to represent you instead of a personal picture. Avatars can be used to help make students "cyber-safe!" There are other useful applications in the classroom as well:

<http://calcurriculum.pbworks.com/Blogging+and+Avatars>

For a collection of avatar bookmarks, see
<http://delicious.com/mariaceleste/avatar>

Avatars are a fun way to enliven projects and novel way to keep students from posting their own pictures online.



California School Library Standards

– Building Dynamic Public Relations! – Glen Warren

For the past several years California has worked to establish digital literacy and cyber citizenship standards in some kind of official capacity -- with frustrating results. The current process of writing the California School Library Standards holds out hope that these essential aspects of 21st century information literacy will at last find an academic home this year!

School districts in California have struggled to answer the questions: "What should our kids know?" and "When should they know it?" Could it be that the new California School Library Standards could answer these questions? YES!

The hope is that our new School Library Standards will provide standards that support the use of social networking, personal learning networks (PLN), digital file sharing, reputation management, cyber safety, ethical use of information, and much more. This will provide us with very positive Public Relations opportunities. At the time this article was written, we have confirmation that the California State PTA and the Computer Using Educators (CUE) will be assisting in the Focus Group work in Sacramento and Costa Mesa this month.

The PTA has joined the effort because of their shared interest in cyber citizenship, and CUE has joined the effort because of their shared commitment to the advancement of clear digital literacy standards for California.

Could it be that the school library standards are having a shared ownership effect on educational leadership? YES!

Let us work so that as more groups outside of librarianship understand the essential nature of these library standards and share ownership with us, more will join us in the conviction that it is essential for all students to be taught using the California School Library Standards!

Glen Warren, Coordinator of Media Resources - Orange County Department of Education; CSLA-SS Region 4 Representative

REGION INFORMATION

REGION 1 (*Inyo, Kern, San Luis Obispo, Santa Barbara and Ventura Counties*)

Representatives

Pam Des Lauriers (**outgoing**); Mark Britton mbritton@bigvalley.net;
Jan Hartsell (**incoming**) jan_hartsell@khsd.k12.ca.us

Date February 13, 2010

Topic Connecting Kern County to Literature

REGION 2 (*Western portion of Los Angeles County*)

Representatives

Judy Davidson (**outgoing**); Laurel Bullock lmsbullock@sbcglobal.net;
Janet Hasbrouck (**incoming**) janhasbro@gmail.com

Hi, I'm Laurel Bullock, one of your Region 2 CSLA reps. I work in LAUSD at Sun Valley Middle School; that's right by the Burbank airport. I have been a teacher librarian for four years now after, being a classroom teacher for 14 years. Time flies when you're having fun! Our region 2 workshop has not been scheduled, but will occur after the holidays, probably in February or March. We are looking to do a repeat of last year and go to Vroman's for Chris' wonderful book talk presentation and follow up with a museum tour. This year it is more important than every to let others know what we do, so don't forget to "brag" about what you do in the library. That's a plug for *Brag: The Art of Tooting Your Own Horn Without Blowing It!* by Peggy Klaus, the book being promoted at our CSLA conference this month. Hope to see you there!

REGION 3 (*Eastern portion of Los Angeles County*)

Representatives

Barbara Duffy bjduffy@lbschools.net; Kathy Alexander kalexander@lbschools.net

The school librarians in Long Beach are involved in local politics and participate in Legi Day in Sacramento each year, as well as Legi Day in the District. Currently they are working on the campaign for local School Board of - John McGinnis, retired, who now lives in Long Beach. Pamela Oehlman and Barbara Duffy are Co-Chairs of the CSLA Legislative Committee.

REGION 4 (*All of Orange County*)

Representatives

Glen Warren (**outgoing**); Joy Millam jmillam@pylusd.org; Marie Slim (**incoming**)
sraSlim@sbcglobal.net

Region 4 will host the "Joyce Valenza Webinar" on **January 23, 2010 from 10am until 12noon:**

"Top 10 Web 2.0 Tools for Learning."

REGION 5 (*Imperial and San Diego Counties*)

Representatives

Janice Gilmore-See (**outgoing**); Dora Maher dmaher@sandi.net; Susan Sheldon (**incoming**)
swsheldon@cox.net

Date *April 17, 2010*
Topic *Video Production*

REGION 6 (*San Bernardino and Riverside Counties*)

Representative

Mark Williams consultant@makaw.net; Stephanie Hall (**outgoing**); Norma St. Clair (**incoming**)
nkcs@sbcglobal.net

ANNUAL WORKSHOP REVIEW – *Mark Williams*

CSLA Southern Section Region 6 held its annual half-day workshop October 10 at the Redlands Barnes & Noble bookstore. We had 27 attendees. The group started with socializing and a light breakfast of pastries, breakfast sandwiches, and coffee, tea, juice, or water. We adjourned to the children's area of the bookstore. Region rep Mark Williams shared some CSLA news and information, and then Kim, former Community Services Director for the Redlands BN store, and Laurie Aldern, the current director, took over. Their staff presented short book talks on newly-released and soon-to-be-published books, ranging from picture books through young adult and adult titles. Kim then presented a short program on marketing your library using bookstore techniques. Region rep Norma St. Clair rounded out the morning with a demonstration on using PowerPoint presentations to do book talks when you just can't get around to all your classes. The morning ended with prize drawings, with prizes provided by BN; and each participant receiving a \$20 BN gift card (courtesy of CSLA-SS) and a copy of Norma's PowerPoint presentation on CD. BN increased their usual 20% educator's discount to 25%, so the gift card turned into \$25! Many stayed and shopped. All in all it was a very successful workshop. Special thanks to Kim and Laurie of Barnes & Noble, Redlands.



By the end of the month of October, Mark and Norma will have contacted each of the Region 6 members by phone or email, either thanking them for continuing their membership in CSLA, reminding them that their membership is about to expire, or letting them know their membership has lapsed and encouraging them to renew.

Mark Williams, Consulting Librarian, Redlands, CA
CSLA Southern Section Region 6 Representative

SECTION GOALS

1. Increase membership and involvement
2. Provide support and resources to members
3. Utilize technology through virtual meetings and workshops
4. Support Teacher Librarians displaced due to budgetary issues

CALENDAR OF EVENTS

Date	Event	Location
November 19-22, 2009	CSLA State Conference	Ontario, CA
November 22, 2009	Southern Section Board Meeting	Ontario, CA
January 9, 2009	Southern Section Board Meeting	Palms Middle School 10860 Woodbine St., Los Angeles 90034
January 23, 2010 10:00 – 12:00pm:	Joyce Valenza Webinar Sponsored by Region 4 "Top 10 Web 2.0 Tools for Learning"	Web address T B A
February 13, 2010	Region 1 T B A	T B A
March 27, 2010	CSLA-SS Workshop	Palms Middle School 10860 Woodbine St., Los Angeles 90034
April 17, 2010	Region 5 "Video Production"	T B A
May 8 or 15, 2010	Region 3 T B A	T B A
May 1, 2020	Southern Section Board Meeting	Virtual
August 6 – 7, 2010	Southern Section Board Retreat	T B A

RESOURCES AND FURTHER READING

TECHNOLOGY

Twitter Lessons in 140 Characters or Less By [Kathleen Kennedy Manzo](#)

"Today's students, she added, are going to need to have highly developed critical-thinking skills, be able to digest large amounts of information, and determine what's important and what's not. Those are the very kinds of skills they tend to use with Web 2.0 tools, she argued."

[http://www.edweek.org/ew/articles/2009/10/21/08twitter_ep.h29.html?tkn=LS\[FEE2sLZvk5Udzj5IQYaWWPqrJPYdeJ1kx](http://www.edweek.org/ew/articles/2009/10/21/08twitter_ep.h29.html?tkn=LS[FEE2sLZvk5Udzj5IQYaWWPqrJPYdeJ1kx)